

ISSUE 159

Pop into

OCTOBER 2018

PANMURE

YOUR LOCAL MONTHLY BUSINESS AND COMMUNITY UPDATE



LOCAL FOCUS

Panmure Businesses have spoken

The full story on page 3

*Results of the 2018
Business Survey out
now*

WHO WE ARE



Chris Sutton
Town Manager, aka 'The Boss' of Panmure Business Association



Renu Ryder
Marketing Specialist at the Panmure Business Association and the real boss of every promotion



Katie Chan
Communications Co-ordinator at the Panmure Business Association and 'head chef' of the Newsletter



Taniela Kaivelata
Security Liaison Officer at the Panmure Business Association, very hard not to spot him in the street



Danielle Carter
Accounts Officer at the Panmure Business Association, knows her times tables

PANMURE BUSINESS ASSOCIATION BOARD MEMBERS

Alan Duncan (Chair) The Loft Dance Studio

021 172 2136

Sharon Alderson (Deputy Chair) Tamariki Ataahua

Early Learning Centre 527 1961

Douglas White (Treasurer) Kiwibank 272 2941

Adrienne Hodson Panmure Library 574 6140

Bill Guan Chinese New Settlers Services Trust

570 1886

Chris Swann Barfoot & Thompson 570 2039

Jane Wang Jane & Dragon's Real Estate Café

585 2448

Johanna McIntosh Tāmaki Regeneration Company

521 8850

Nerissa Henry Maungakiekie - Tāmaki Local Board

Representative

Singa Falanitule Solomon Group 570 5834

Steven Arnold Peace Experiment 391 9200

With love:



Chris has her say

Thank you to the business owners and managers who completed the 2018 Panmure Business Association Survey. The results of this snapshot of the business community are important for the PBA Board and staff to ensure that the Business Improvement District funds are spent wisely and benefit the business community. The most startling result was the dramatic increase in the perceived value of the Christmas Street Party in comparison to the Santa Parade. It was good to see that people in general thought the town was feeling safer, but interestingly only a modest value is placed on the presence of the weekday Security Officer patrol. Without a doubt, Taniela has been a huge contributing factor to the fact that the town 'feels safer', with his contacts in the NZ Police, Youth Aid and OrangaTamariki he has been able to act swiftly with young people who are showing signs of heading down the 'wrong path'. The proactive work that Theresa Holmes is doing in creating a welcoming space in the Panmure Community Hall for young people has helped immensely as well. This project has been funded

by our local board who are endeavouring to provide programmes to meet a wide range of community needs.

It was good to see that people in general thought the town was feeling safer

Work on the Unlock Panmure Project is underway in preparation to survey both the business and local community's opinions on improvements to the town centre's streetscape. We will make sure that you have the opportunity to contribute your thoughts.

A 'needs assessment' is planned soon to look at the opportunities a new civic centre could offer our town centre by combining a cohesive building housing the library, hall, meeting rooms, as well as functional useable outdoor space. Exciting times!

Chris

Town Manager



Work on the Unlock Panmure Project is underway



Our businesses have spoken

2018 Panmure Business Survey Results

In August the Panmure Business Survey was conducted throughout our town. It is done every few years to help inform the Business Association's decision making and ensure we are delivering value to our members. Important to note is all businesses within a defined area of Panmure are automatically members and eligible to receive support from the Panmure Business Association (PBA). The survey showed some 35% of businesses were still unaware or uncertain of this fact.

We had a good response rate again this time around and overall the survey results were positive and had improved further on the previous survey done in 2016.

Some key insights from the survey:

- Over 60% of our businesses contacted the PBA over the last year

- Businesses rated our communication at 4.3/5
- Satisfaction with the PBA service is high at 4.4/5
- We are seeing a strong increase in businesses seeking marketing advice from the PBA - 26% of businesses contacted us for this reason
- Safety and security perceptions in Panmure have either stayed the same or improved on last year
- Business trading has improved for 36% of our businesses over the last year.

Some verbatim comments shared by businesses:

Customers have told me that they like coming to Panmure because...

"it is free to park, the people are friendly, and it is a unique area."

"it's easy via public transport"

"they feel safe, there are good parking options"

"the community feeling and cheap eating places."

Customers have told me that they dislike coming to Panmure because...

"there are no quality clothing shops or a supermarket"

"it can be hard finding a carpark"

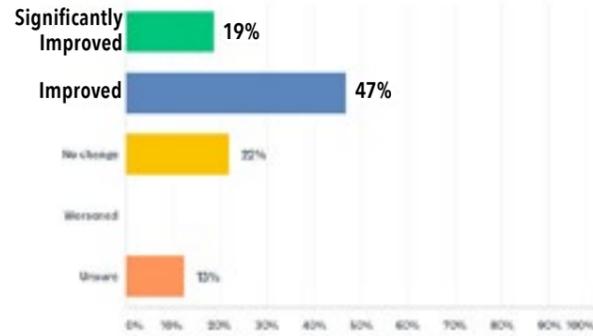
"the shops look run down."

Thank you to everyone who participated - we really appreciate your feedback!

If you want to see the full results contact us: info@panmure.net.nz

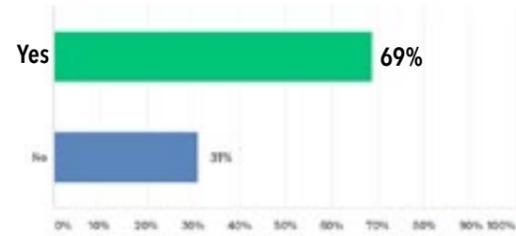
Some interesting graphs from the 2018 survey summary:

Q7 Over the past year what change have you noticed in safety and security?



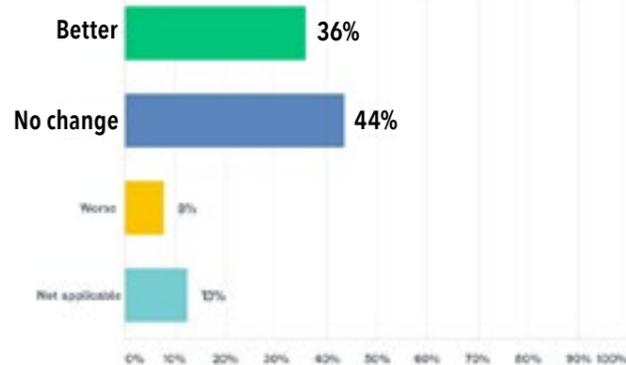
Perceptions about safety and security are very positive

Q8 Would you support an increase in the targeted rate to cover the cost of a night patrol in our business area?



Overwhelming support for a targeted rate for night patrol cover

Q12 How has business trading been, compared to the previous year?



Business trading is on the whole improving or stable

Willow Hair Design

New owners embrace Panmure

i **WILLOW HAIR DESIGN** | 63 Queens Road, Panmure | P: 09 390 2134
 Mon-Wed 9am-6pm; Thu-Fri 9am-8:30pm; Sat 9am-5pm | **f** Willow Hair Design



Bahieh and her sister-in-law, Kabra, both talented ladies, are now proudly fronting Willow Hair Salon. They are very experienced and come with a strong sense of fashion. Bahieh and Kabra both graduated in hair and beauty studies in New Zealand. Bahieh has 12 years' experience in the hair and beauty industry and Kabra has six years. They both excel at hair styling, colouring, makeup and other beauty services such as waxing and threading.

"I love the fact that our first business is located in Panmure, and since Panmure has many nationalities we can make friends and meet a lot of clients from different cultures!" added Kabra.

Perhaps you are not sure about your look for an upcoming special occasion? Go and see these friendly girls for a no obligation chat now!



1. Bahieh
2. Kabra
3. Highlights with toner and treatment (before and after)
4. Balayage and colouring with GHD finishing (before and after)

MoveArt

Relocated to offer expanded services



i **MOVEART INTEGRATED FITNESS**
 47 Queens Road, Panmure
 P: 021 613 516 |  moveart.me

Liz, the founder and director of MoveArt previously subleased from Susan of Muscle Movement in Clifton Court. Recently, they both decided to expand their businesses, and so for Liz it meant moving to a new premise at 47 Queens Road. "It is an ideal space for me to create an eclectic boutique community studio of Pilates, Yoga and Myofascial Training. Now my clients can either choose from one-on-one private training or a small group class, and we can easily cater for individual needs to help clients achieve their goals," explained an enthusiastic Liz.

Liz also rounds out her team with Carol, who runs Pilates classes and Candy, who runs Yoga classes. For more information or to book a class, you can go to their website.

MoveArt is now offering special deals:

Move It On The Mat
 - 3 Yoga/Pilates Mat Classes for only \$50*

Kick-Start Studio
 - 2 Private Sessions + 3 Studio Workshops for \$195*

*Conditions apply



Liz and Carol demonstrated the training



David and his infamous bike

David Ansted – El Rey Tattoo Studio

Time for a new chapter

We are always sorry to see good business people move on but we wish David from El Rey Tattoo the best of luck for his new direction in life. David has been a colourful addition to our business community with clean, tidy and well-presented premises. He supported local businesses and we know that his custom will be missed.

Prior to 2013, David had been managing Streetwise Tattoo at 21a Queens Rd, when the owner of the business decided to close the Panmure branch and focus on building business at his Newmarket store. David took the opportunity to tenant the neighbouring property and opened his new shop at 19 Queens Rd, Panmure.

Before leaving Panmure, David told us that he wished to thank the Panmure business community for being so friendly and helpful and that he had very much enjoyed working and living in Panmure over the past few years. David has now moved to Thames to be closer to his family.

If you wish to contact David in the future, please visit his Facebook page: El Rey Tattoo Studio

Two waka parked up on Queens Rd for a day



Park(ing) Day is an annual worldwide event held on the third Friday of September, where artists, designers and citizens transform a parking space into temporary public liveable and creative space.

Around 30 activations happened around Auckland, with spaces mainly created by architecture firms. Here in Panmure the organiser, Fresh Concept, wished to reflect the importance of the Tāmaki River as a pre European travel route to and from the Waitemata and Manukau Harbours. With this in mind they approached local carver, Kaihoro who you may remember formerly owned the Matariki Art Gallery in the Plaza Arcade.

Kaihoro were able to borrow two waka from Te Kura Kaupapa Māori O Puau Te Moananui A Kiwa in Glen Innes and one of the team utilised the time to clean the tauihu or carved bow, whilst others demonstrated the art of carving. A big thank you to Panuku Development Auckland for making this mini event happen.

Thanks to Shoe Zone and Settlers Travel for allowing the use of the footpath and parking spaces in front of their businesses and thanks also to Fresh Concept for organising the event.



Diwali festival at Panmure Library



Diwali, also known as the Festival of Lights, is one of the most popular Indian festivals and is celebrated worldwide. The lighting of the lights represents light over darkness and symbolises good over evil.

During Diwali people come together in happiness to celebrate new beginnings.

They wear new clothes, decorate their homes with lights, flowers and Rangoli patterns. They pray for happiness, good health and prosperity for all, cook and share festive food and sweets, light oil lamps/candles and light fire crackers.

Panmure Library will be hosting a range of fun and festive events to spread the spirit of Diwali throughout the community. All events are free to attend and are suitable for the whole family.

The highlight activity is the Diwali festival on Sat 27 October 1pm – 3pm.

Panmure Library will be partnering with the Panmure WISE Hub and Anju's Cultural Studio to present dance performances, henna painting, sari wrapping, diya painting, sweet sampling and more!

- Thursday 18 October 3:45pm – Diwali Themed Kid's Painting Club

- Saturday 27 October 1pm – 3pm – Diwali Festival
- Monday 29 October 3:45pm – Diwali Themed Kid's Cooking Club
- Tuesday 30 October 10:30am – Diwali Storytime

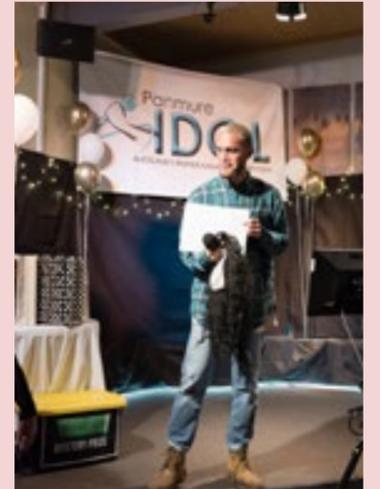
The Panmure Library would like to thank the Panmure Business Association for their support and sponsorship.

Contacts:

Pranita Parsad (Children's Librarian – Panmure Library):
pranita.parsad@aucklandcouncil.govt.nz

Anju Desai (Anju's Cultural Studio – dance, singing, language and art classes):
anju.mayastudio@gmail.com
10 Clifton Court, Panmure

Panmure WISE Hub – empowering and inspiring women of all backgrounds:
WISE@arms-mrc.org.nz
Panmure Community Hall Thursdays 10am – 12:30pm.



Stan Walker enters Panmure Idol, undercover!

Each week on 'Jono and Ben,' a TV3 series that airs at 7.30pm on Thursday night, they play a prank on someone and on Thursday 20 September they pranked the judges and audience of Panmure Idol, which is held annually at the LandMark Bar & Eatery, 163 Queens Rd.

A contestant was called up to sing and made an abysmal start, failing to impress the judges or crowd. He stopped and asked if he could sing another song – a kiwi one he knows the words to. This time, the heavily disguised singer wowed the judges and the audience with his hit song 'Take it Easy'. The singer was in fact Stan Walker and the crowd went wild upon hearing his amazing vocals.

Panmure Idol is in its 7th successful year and has attracted singers from as far as Tauranga and Hamilton.



A short history of Panmure's Fire Station

1

Driving down Stewart Ave on your left is McCulloch Rd, named after one of the founders of Mt Wellington's volunteer fire brigade and who later became the Mt Wellington Mayor, Bob McCulloch. Established in 1931 in Harding Ave, the fire truck was housed in a galvanised iron shed/station and was manned by local volunteers. It was many years before Panmure was connected to a mains water supply, so fires were simply 'beaten' out.

In 1961 plans for a new station in Pilkington Rd were drawn up and after 46 years the Mt Wellington Voluntary Fire Service closed. In 1967 the new Metropolitan Fire Board's training centre was opened by the Mt Wellington Mayor Mr Bob McCulloch at the cost of £18,000. The fire school trained firemen from across Auckland on how to become familiar with modern firefighting equipment such as respirators and scaling the five story concrete practice tower which is a Panmure landmark. The tower has changed very little since it was built and is now formally known as the Breathing Apparatus Training Building. The structure houses an apartment on the top floor to train the current fire fighters in how to deal with apartment fires which are relevant in today's Auckland.

- *1. Panmure/Mt Wellington Fire Station in the early 70's
- *2. Aerial view of the fire station from the top of a fire engine ladder
- *3. The rear of the fire station



2



3

The NZ Fire Service is now called Fire Emergency New Zealand and has nationwide responsibility for fire safety, firefighting, hazardous substance incident response, vehicle extrication and urban search and rescue. Recently the role was expanded for fire officers to be medical co-responders with ambulance services to 'Code Purple' emergencies e.g. cardiac and respiratory arrests. Senior Station Officer Bob Morrison commented that the public still get surprised when a fire engine turn ups to deal with a heart attack.

Bob kindly showed the staff of the PBA around the immaculate premises on the corner of Pilkington and Pleasant View Roads and outlined the changes that he had seen over the years such as the closure of the on-site accommodation for single firemen; those units are now office space. Bob also explained there is now more consideration given to recognising the physiological effects of traumatic situations stemming from fatal vehicle accidents and dealing with suicide victims.

The national state-of-the-art fire training facility is now situated in Rotorua at a cost of ten million and trains more than 1,500 fire fighters each year, as well as the Police and Defence Force, who use the facility to train for special operations.

It takes a special sort of person to be a fire officer; the ability to work with and trust others is paramount along with confidence, resilience, the ability to be organised and problem solve and ultimately to be totally aware of their surroundings in emergency situations.

We are most grateful for their service to our community both past and present.



4



5



6



7



8

- *4. Training in 'rubber duck' days
- *5. The 1971 International Snorkel being demonstrated
- *6. Instructor's course on the brand new Aerialscope 1981
- 7. Bob Morrison, Senior Station Officer, with some shiny new fire engines
- 8. The Breathing Apparatus Training Tower today

*Photo credit to: Auckland Fire Brigades Museum & Historical Society Inc.

LOCAL SECURITY UPDATE 



Taniela's news

Keeping an eagle eye on Panmure, even at night!

The type of crime that is most likely to happen anywhere is a crime that is simply opportunistic; a crime committed without any planning or forethought. The crime occurs when someone sees an opportunity to steal something right at that moment and takes the opportunity to do so. If it happens to us, we naturally feel upset and annoyed at the offender, but we must carry some of the responsibility for leaving something of value to be seen by anyone nearby.

Recently, a Clifton Court business owner was just about to close the door to go to a meeting. Remembering that she needed to take something from the back room, she popped her bag down on the front table. When she returned it was gone. She

did the right thing by ringing the Police and asking immediately for my help, so when she made her statement to the police she was able to give them a photo of the offender.

By viewing a number of our CCTV cameras I was able to track the offender who had parked near the old supermarket and was taking a 'walk' through town whilst checking out parked cars and casually looking in business windows and doorways. That is when he spied the unattended bag and quietly took it from the front table and casually walked away. It's horrible to think that there are people out there waiting for the opportunity to steal but it is a reality, so please don't give them the opportunity to do so.

DIARY DATES

1 Oct **School Holidays**
Until 13th October

2 16 30 **Blue Recycling Bins**
Set out for following morning collection

17 **PBA Board Meeting**
Wednesday, 4:00pm

22 **Labour Day**
Public Holiday

1 Dec **Christmas Street Party**
Saturday, 11am-2pm

10 Feb **Panmure Basin Fun Day**
Sunday, 10am-3pm

SAFETY & SECURITY Directory

IF IT IS AN EMERGENCY DIAL 111

Call 111 when:

- Someone is badly injured or in danger.
- There's a serious risk to life or property.
- A crime is being committed and the offenders are still there or have just left.

SECURITY

Panmure Liaison Officer - Taniela.....027 535 3017

POLICE

Crime Reporting Line.....571 2800
(ask for CRL)

This is a non-emergency reporting line, always request a file number to assist us in matching files to events

PUBLIC PROPERTY

Call Auckland Council Call Centre.....301 0101

PBA Board has their say

On the third Wednesday of each month the PBA Board meets at 16 Clifton Court to review what the PBA staff has achieved over the past month, decide how the PBA funds are to be spent and are tasked to ensure that the funds are spent wisely. On Wednesday 19 September 2018 the PBA Board:

- reviewed the results of the 2018 Panmure Business Survey
- had a discussion about the cost and value of cleaning and updating the community lighting system to LED throughout the town and

resolved to ask the AGM attendees to agree to a 5% increase in the 2019/2020 BID rate. Rate increase to cover the cost of after-hours security as well.

All members are welcome to attend the monthly board meeting – the next one is 17 October, 4pm at 16 Clifton Court. If you wish to inform the board of a particular concern that you may have, please send an email to the PBA Board via manager@panmure.net.nz or speak directly to a board member listed on page two of this newsletter.

Want to build your profile and make some extra \$\$\$?



Promote yourself at the Panmure Christmas Street Party 2018!

It's **Panmure's BIGGEST EVENT** of the year!
Why sit on the side-lines when your business can be in the spotlight and nestled among thousands of people for FREE!

We make it easy! We can supply tables, marquees, signage and food warmers.* You just rope in your whanau and friends to help!

Date: 1st December
Time: 11am – 2pm
Where: Queens Rd (whole street closed)







Register your interest now!
communications@panmure.net.nz or 09 527 6389
*First in first served basis, limits apply. Offer open to PBA Members only.



Business Sponsorship Invitation



This is Panmure's **BIGGEST EVENT** of the year! We need your help to make this a great FREE fun day for our local families. Why not get in behind the day and sponsor an activity or part of one... To acknowledge your generous support we will feature your business in numerous ways; in promotions before, during and after the event.

Event date: **Saturday 1st December 2018, 11am - 2pm**

Please feel free to discuss the sponsorship packages with Chris - 09 527 6389 or 027 527 6389 or email manager@panmure.net.nz

SPONSORSHIP 1 - Choose any one or more to fund in full



Skate Board School
\$400



Animal Cycles
\$600

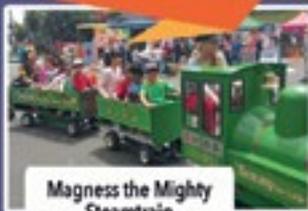


Face Painting
\$715

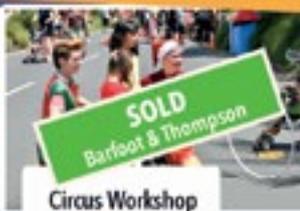


Clown
\$750

SPONSORSHIP 2 - Choose any one to fund in part



Magness the Mighty
Steamtrain
\$1,000



Circus Workshop
\$2,000



Inflatable - Animal
Farm Frenzie
\$2,412



Inflatable - Gladiators
\$1,012

Financially support the event and we will recognise your support by:

SPONSORSHIP 1

SPONSORSHIP 2

Pay an activity in full

Pay an activity in part

1. Featuring your business logo on a 'proudly sponsored by' page on our Christmas Poster.



2. Featuring your logo on a 'proudly sponsored by' decal wall poster.



3. Featuring your logo on a 'proudly sponsored by' corflute sign on the day of the event at the activity site.



4. Featuring you and your business on a 'Sponsors' Facebook post. (Currently 3,000 followers)



5. Katie will create a video of you and your business.



6. Following the event your logo will be featured on a 'proudly sponsored by' page of the December Issue of the Business Newsletter.

